

Shristi Gartaula

Creative, analytical, and collaborative ux designer with project management experience in marketing and facilitation.

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Portfolio
1shristi.github.io

RECENT EDUCATION

User Experience and Product Design, *General Assembly— Toronto*

JUNE - SEPT 2017

- +500 hours of coursework with hands-on training from industry professionals
- Projects employed human-centered design thinking at each stage of product lifecycle, including user feedback methods and effective communication

RELATED WORK EXPERIENCE

Senior Marketing Coordinator, *Explorica— Toronto*

JANUARY 2015 - MAY 2017

- Lead the creative process on Canadian History and Keating products
- Strategized and managed effective marketing campaigns for Canadian market, working with 4-person Boston team and Toronto sales managers
- Improved marketing operations by creating an in-house shipping process, saving +\$10k in printing costs

Head of Marketing, *AIESEC in Switzerland— Bern*

JULY 2013 - SEPT 2014

- Designed and launched 4 national marketing campaigns for 3 products; increasing sales by 11% (see Portfolio)
- Managed online communication channels: Facebook Page (+2000 likes in 7 months), main website (increased page view and duration by 20%)
- Taught and mediated 8-member team on leadership and content marketing strategies

PROJECTS IN FACILITATION & INNOVATION

Fall 2013 & Spring 2014 National AIESEC Conferences— *Leysin, Switzerland*

Created and facilitated workshops for +200 university students on strategic marketing and team leadership.

BrainStore Innovation Summit 2017— *Brooklyn, New York*

Trained to use BrainStore's ideation process to facilitate clients' ability to generate ideas.

SKILLS

UX

Ethnography, user mapping, user flow charts, usability testing, prototyping, heuristic evaluation

Technical

Balsamiq, Sketch, Invision, Principle, Adobe Creative Suite, basic HTML/CSS

Interpersonal

+5 years of experience training, facilitating, and coordinating teams

OTHER EDUCATION

University of Guelph, Guelph
— Bachelor of Arts in Social Sciences
2008 - 2012